

QUARTERLY ISSUES / PROGRAMS REPORT

Station: KDND-FM

Location: Sacramento, California

For:

___ January - March 19 ___

___ April-June 19 ___

X July-September 19 98

___ October-December 19 ___

Attached are descriptions of local issues addressed by the station and descriptions of how each issue was treated through the station's most significant issue-responsive programming or announcements during the reporting period.

ASCERTAINED COMMUNITY ISSUES

Following is a list of issues which KDND-FM has determined to be of concern to Sacramento and to listeners through the KDND-FM service area.

1. **EDUCATION**, including the quality of public education; school busing; white flight; bilingual education; school violence; and the quality of college and adult education.
2. **ECONOMY**, including inflation; economic development; economic opportunity; welfare; unemployment; job training; labor relations; and consumer issues.
3. **GOVERNMENT**, including government spending; the provision of government services; taxes; general political debate by officials and candidates.
4. **HEALTH**, including quality of medical facilities; national health programs; nutrition; physical fitness; mental health; preventive health care; and medical malpractice.
5. **ENVIRONMENT, ENERGY AND TRANSPORTATION**, including natural disasters; pollution (especially air and water); the water crisis; and the effects of urban sprawl.
6. **MINORITIES/WOMEN/AGING**, including discrimination and other problems of racial minorities; women and senior citizens; the handicapped; homosexuals; and religious ethnic groups.
7. **CRIME**, including increasing crime rate; youth and gang crime; police-community relations; gun control; law enforcement; the criminal justice system; and the prison system, reform and rehabilitation.
8. **DRUG ABUSE**, including the increase in use and abuse of drugs and alcohol; rehabilitation programs; drunk driving; and the need for greater education.
9. **HOUSING**, including rental restrictions; rent control; lack of low and middle housing; landlord/tenant relations; historical preservation; and mortgage rates.
10. **YOUTH/FAMILY**, including issues regarding marriage; the changing role of the family; parenting; child rearing; and abuse.

KDND-FM ISSUE-RESPONSIVE PROGRAMMING

KDND-FM regularly broadcasts programs and informational messages dealing with issues that affect its listeners and the communities they live in. A description of this programming follows:

<u>Day/Time</u>	<u>Program</u>	<u>Description</u>
Sunday 10P-11P	Public File Host: Kat Maudru	Locally produced news and public affairs magazine show featuring in depth interviews, investigative reports, documentaries and feature stories on news events and issues of significance to the Sacramento area.
Sunday 6A-7A	Newsweek On-Air	Weekly, on-hour syndicated radio program co-produced by The Associated Press and Newsweek.
Various Days & Time	Public Service Announcements	Brief, informational messages, that serve the community's needs and interests by promoting programs, activities or services of governmental or non-profit organizations, or by otherwise informing listeners about community issues and events. PSA's are aired through the broadcast day.

KDND-FM also periodically produces and presents special programs that provide in-depth treatment of issues confronting the Sacramento area. These special programs are presented at various times during the broadcast day.

ISSUES / PROGRAMS LIST

EDUCATION

Issue: Uncertified Teaching of Martial Arts

Program: Public File
Date: July 5, 1998
Time/Duration: 10-10:30PM - 30 Minutes
Type: Interview

Description: There is great concern over the popularity of martial art schools for children. The guests reported that there is no certification needed to teach martial arts and that, therefore, anyone with a studio can open a martial arts school. The problems arise when martial arts are taught incorrectly or with an emphasis on the combative aspects rather than the disciplined inner peace approach that is so central to martial arts learning. A child with karate skills who lacks the philosophy behind martial arts could be a danger to himself and others.

Issue: AIDS Awareness

Program: Public File
Date: July 5, 1998
Time/Duration: 10:30-11PM - 30 Minutes
Type: Interview

Description: The AIDS Action League is an educational agency dedicated to working with the community to increase AIDS awareness. Their representatives now directly and personally contact and deliver information to over 100,000 households each year. Although AIDS deaths are declining, HIV transmissions are still rising. The league's Speakers Bureau provides speakers for schools, organizations, businesses and groups of any size.

Issue: Programs Offered by the Zoological Society

Program: Public File
Date: August 9, 1998
Time/Duration: 10:30-11PM - 30 Minutes
Type: Interview

Description: The mission of the Sacramento Zoological Society is to inspire appreciation, understanding and respect for all living things through stimulating education and innovative species management and conservation. Among the more than 380 specimens are 19 species participating in the Species Survival Plan, a national preservation program for saving federally protected endangered species. 40 endangered or threatened species are on exhibit and the botanical collection also contains many rare and endangered plants.

ISSUES / PROGRAMS LIST

EDUCATION (CONT'D)

Issue: Youth Mentoring Programs

Program: Public File
Date: August 30, 1998
Time/Duration: 10:30-11PM - 30 Minutes
Type: Interview

Description: The Joe Morgan Youth Foundation seeks to improve the quality of life for young people by channeling its resources to existing youth-service agencies that are providing basic athletic and developmental programs for youth. It began in response to a desire of Joe Morgan to formalize his contributions to the community in which he grew up. He determined the focus of efforts would principally be on those organizations who were instrumental in his personal development which continues to educate, enhance and strengthen youth.

Issue: Home schooling

Program: Public File
Date: September 13, 1998
Time/Duration: 10-10:30PM - 30 Minutes
Type: Interview

Description: Home schooling is the fastest growing educational movement in North America, with more than 1.2 million parents Home schooling their children as an alternative to public schools. One type of Home schooling, called "unschooling" is based on the belief that kids learn best when left to pursue their own interests. Unschoolers believe that the natural curiosity of a healthy child, given access to a rich environment, will lead the child to learn what he or she needs to know. The guest believes that when learning comes about as a result of the child's desires, it is absorbed easily, enthusiastically and openly.

Issue: Literacy

Program: Public File
Date: September 20, 1998
Time/Duration: 10:30-11PM - 30 Minutes
Type: Interview

Description: Sacramento Reads' purpose is to promote the value and necessity of literacy to young and old alike. Whether on the job, at play or in cyberspace, the ability to read and write is crucial to an individual's fulfillment and success. The day seeks to promote literacy through author presentations, a panel of "Deal Author" performers like Mark Twain and Jack London, story tellers stages, used book donations, poetry readings and costumed characters from childrens' books.

ISSUES / PROGRAMS LIST

ECONOMY

Issue: Longstanding Effect of El Nino on Local Agriculture

Program: Public File

Date: August 16, 1998

Time/Duration: 10:30-11PM - 30 Minutes

Type: Interview

Description: El Nino caused at least \$532 million dollars worth of damage to California agriculture and the toll is expected to rise in the rain-shortened season as crops are harvested. Consumers may pay dearly for shortages as farm workers and farm towns continue to suffer economically from the weeks of rain that rendered fields unplantable and workers unemployable. Crop insurance will cover only a small percentage of the growers' losses, and some will be in significant financial trouble as they prepare for the next season. Barely 2.5 million of California's 29 million acres of farmland is covered by the federal government's crops insurance program.

Issue: Employment for Mentally or Physically Disabled Persons

Program: Public File

Date: August 25, 1998

Time/Duration: 10-10:30PM - 30 Minutes

Type: Interview

Description: Crossroad's Rehabilitation Systems, Inc. is an organization that provides vocational rehabilitation, job placement and support services to persons who experience significant barriers to choosing, getting and maintaining competitive employment because of a mental illness, physical disability or social or economic disadvantage. They seek to provide business and industry the support and assistance needed to successfully employ persons with disabilities. Crossroads' clients are extremely loyal workers who take pride in doing a thorough, timely and expert job.

ISSUES / PROGRAMS LIST

GOVERNMENT

Issue: Licensed vs Unlicensed Contractors

Program: Public File

Date: July 12, 1998

Time/Duration: 10:30-11PM - 30 Minutes

Type: Interview

Description: The Contractors State License Board regulates more than 278,000 California contractors in more than 40 license classifications that constitute the construction industry. The primary objectives of the CSLB are to ensure that construction is performed in a safe, competent, and professional manner, to resolve disputes that arise from construction activities, and to educate consumers so that they make informed choices.

Issue: Access to Medical Information

Program: Public File

Date: August 9, 1998

Time/Duration: 10-10:30PM - 30 Minutes

Type: Interview

Description: The Medical Board of California is a government agency which licenses and disciplines medical doctors. The board provides two principal types of consumer services: license information, and investigation of complaints against physicians. The board has one of the most expansive public record disclosure policies in the nation, and the guest believes that more citizens need to know how to access it, as approximately 90% of the public does not know who the board is or what it does.

ISSUES / PROGRAMS LIST

HEALTH

Issue: AIDS Awareness

Program: Public File
Date: July 5, 1998
Time/Duration: 10:30-11PM - 30 Minutes
Type: Interview

Description: The AIDS Action League is an educational agency dedicated to working with the community to increase AIDS awareness. Their representatives now directly and personally contact and deliver information to over 100,000 households each year. Although AIDS deaths are declining, HIV transmissions are still rising. The league's Speakers Bureau provides speakers for schools, organizations, businesses and groups of any size.

Issue: Transporting Patients with Major Health Problems

Program: Public File
Date: July 19, 1998
Time/Duration: 10-10:30PM - 30 Minutes
Type: Interview

Description: Airlifeline is a national non-profit charitable organization of private pilots who donate their time, skills, aircraft and fuel to fly medical missions. Services include ambulatory patients who must receive life sustaining treatment at a medical facility far from home and who cannot afford the cost of travel. Airlifeline provides an immediate solution during a time of crisis. The pilots have surpassed 7 million flying miles at no cost to patients or referring agencies.

Issue: Overeaters

Program: Public File
Date: July 19, 1998
Time/Duration: 10:30-11PM - 30 Minutes
Type: Interview

Description: Overeaters Anonymous is a fellowship of people who share a common problem of compulsive overeating. The program is patterned after that of Alcoholics Anonymous, with no dues, fees or weigh-ins. They seek to share their recovery experience with others who desire their help. Their convention is a celebration of freedom from food obsession where members in all stages of recovery attend.

ISSUES / PROGRAMS LIST

HEALTH (CONT'D)

Issue: Organ Donors

Program: Public File
Date: August 2, 1998
Time/Duration: 10-10:30PM - 30 Minutes
Type: Interview

Description: A national donor stamp was unveiled and dedicated during a special local ceremony. The donor stamp is designed to increase awareness of organ and tissue donation. Right now, more than 60,000 Americans wait for a life-saving organ transplant. One-third of them will die waiting, simply because there are not enough donors. The guests emphasized that education is the key and that the stamp is one more way to get out the message that people need to tell their families of their wishes regarding donation because signing a donor card is not enough.

Issue: Access to Medical Information

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Issue: Blood Research

Program: Public File
Date: August 30, 1998
Time/Duration: 10-10:30PM - 30 Minutes
Type: Interview

Description: The Center for Blood Research is a non-profit organization that focuses on discovering cures for disease born in blood, improving the technology for testing, furthering the education of blood bank specialists and protecting the safety of the blood supply. Their purpose is to support, promote and develop research related to blood diseases and diseases transmitted by blood. The center works closely with scientists from all over the world who come to Sacramento to study, explore the center's methodology and conduct research on blood and blood components.

ISSUES / PROGRAMS LIST

HEALTH (CONT'D)

Issue: Pediatric Brain Tumor Research

Program: Public File
Date: September 20, 1998
Time/Duration: 10-10:30PM - 30 Minutes
Type: Interview

Description: Each year, over 100,000 people in the United States will be diagnosed with a primary or metastatic brain tumor. Brain tumors are the most deadly of all childhood cancers. The Pediatric Brain Tumor Foundation seeks to find the cause and cure of pediatric brain tumors through support of medical lab research. They also seek to increase public awareness of the disease to aid in early detection and treatment and to provide hope for the thousands of families whose children are afflicted with this killer disease.

Issue: Feeding the Hungry

Program: Public File
Date: September 27, 1998
Time/Duration: 10-10:30PM - 30 Minutes
Type: Interview

Description: Eight out of ten Americans underestimate the number of our children suffering from hunger, yet only 14% know that one child in eight goes hungry. One out of ten families in California, many of whom are working class families, will use an emergency food bank at least once this year. Of the total number of homeless in Sacramento, 36% are families with children, and the number is increasing annually. Food distributed by Sacramento Food Bank services helps children, seniors, battered women, the homeless, the disabled, the unemployed and the working poor.

ISSUES / PROGRAMS LIST

ENVIRONMENT, ENERGY AND TRANSPORTATION

Issue: Transporting Patients with Major Health Problems

Program: Public File
Date: July 19, 1998
Time/Duration: 10-10:30PM - 30 Minutes
Type: Interview

Description: Airlifeline is a national non-profit charitable organization of private pilots who donate their time, skills, aircraft and fuel to fly medical missions. Services include ambulatory patients who must receive life sustaining treatment at a medical facility far from home and who cannot afford the cost of travel. Airlifeline provides an immediate solution during a time of crisis. The pilots have surpassed 7 million flying miles at no cost to patients or referring agencies.

Issue: Boating Safety

Program: Public File
Date: August 2, 1998
Time/Duration: 10:30-11PM - 30 Minutes
Type: Interview

Description: The guests discussed changes in California boating laws, including the age at which a person may drive a boat, new laws regarding boating and drinking alcohol, and personal flotation device requirements. Personal watercraft accidents, accidents involving youth operators, and the percentage of alcohol-related fatalities are all up. With water levels in the state's rivers remaining high during melt-off of record snowpack, the guests also discussed white water boating safety.

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ISSUES / PROGRAMS LIST

ENVIRONMENT, ENERGY AND TRANSPORTATION (CONT'D)

Issue: Longstanding Effect of El Nino on Local Agriculture

Program: Public File

Date: August 16, 1998

Time/Duration: 10:30-11PM - 30 Minutes

Type: Interview

Description: El Nino caused at least \$532 million dollars worth of damage to California agriculture and the toll is expected to rise in the rain-shortened season as crops are harvested. Consumers may pay dearly for shortages as farm workers and farm towns continue to suffer economically from the weeks of rain that rendered fields unplatable and workers unemployable. Crop insurance will cover only a small percentage of the growers' loses, and some will be in significant financial trouble as they prepare for the next season. Barely 2.5 million of California's 29 million acres of farmland is covered by the federal government's crops insurance program.

Issue: Environmental Consciousness in Local Businesses

Program: Public File

Date: September 13, 1998

Time/Duration: 10:30-11PM - 30 Minutes

Type: Interview

Description: The Business Environmental Resource Center's mission is to help businesses and environmental agencies development and implement proactive and cost-effective solutions to pollution problems. They help agencies streamline and consolidate the permitting and regulatory process and they act as an advocate and ombudsman for the business community and agencies. BEREC can provide free and confidential consultation and information on all environmental regulations that apply to business in Sacramento County.

ISSUES / PROGRAMS LIST

MINORITIES/WOMEN/AGING

Issue: AIDS Awareness

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Date: July 5, 1998
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Type: Interview

Description: The AIDS Action League is an educational agency dedicated to working with the community to increase AIDS awareness. Their representatives now directly and personally contact and deliver information to over 100,000 households each year. Although AIDS deaths are declining, HIV transmissions are still rising. The league's Speakers Bureau provides speakers for schools, organizations, businesses and groups of any size.

Issue: Domestic Violence / Sexual Assault

Program: Public File
Date: July 26, 1998
Time/Duration: 10-10:30PM - 30 Minutes
Type: Interview

Description: It is estimated that more than 1 in 3 women and more than 1 in 6 men are victims of sexual assault during their lifetimes. WEAVE has a very high level of visibility for domestic violence services, but many people in the community are unaware that they also provide extensive counseling services for rape victims. Counseling has proven very effective in helping survivors heal and go on with their lives in healthy ways. WEAVE's services are completely confidential and offered for free or on a sliding scale.

Issue: Volunteerism

Program: Public File
Date: September 27, 1998
Time/Duration: 10:30-11PM - 30 Minutes
Type: Interview

Description: The Volunteer Fair is an annual event that gives people the opportunity to explore volunteer possibilities in the Sacramento area. It also gives non-profit organizations a way to meet with badly needed volunteers. The guest noted that more senior citizens are volunteering because they are living longer, healthier lives and want to continue being useful members of their community. Students continue to volunteer either for class credits or for job experience, and companies are organizing volunteer efforts with employee groups. The fair demonstrates that regardless of an individual's area of interest or expertise, there is an organization where he or she can volunteer and use their skills and abilities.

ISSUES / PROGRAMS LIST

CRIME

Issue: Domestic Violence / Sexual Assault

Program: Public File
Date: July 26, 1998
Time/Duration: 10-10:30PM - 30 Minutes
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Issue: Retrieving Lost or Stolen Pets

Program: Public File
Date: August 23, 1998
Time/Duration: 10:30-11PM - 30 Minutes
Type: Interview

Description: Lost Paws is an established website that our guest loads pictures daily of every animal brought into the city and county animal shelters. Saving time is what the site is all about, and time is of the essence if a lost or stolen pet finds itself in a shelter. Some animals are destroyed three days after being picked up if not claimed by their owners. Our guest stressed that the website is not a substitute for making shelter visits for a lost or stolen pet.

ISSUES / PROGRAMS LIST

HOUSING

Issue: Licensed vs Unlicensed Contractors

Program: Public File

Date: July 12, 1998

Time/Duration: 10:30-11PM - 30 Minutes

Type: Interview

Description: The Contractors State License Board regulates more than 278,000 California contractors in more than 40 license classifications that constitute the construction industry. The primary objectives of the CSLB are to ensure that construction is performed in a safe, competent, and professional manner, to resolve disputes that arise from construction activities, and to educate consumers so that they make informed choices.

ISSUES / PROGRAMS LIST

YOUTH/FAMILY

Issue: Live Local Theater

Program: Public File
Date: July 12, 1998
Time/Duration: 10-10:30PM - 30 Minutes
Type: Interview

Description: Timothy Busfield continues to bring the region's youth the opportunity to see quality live theater. He believes that if a child's initial exposure to live theater is positive, he/she will continue to be a fan of the arts. The Fantasy Theater travels to schools, hospitals, and Childrens' Homes and presents plays to children of all ages. The organization holds play writing contests and gives children the opportunity to work with the theater and actually have parts in their productions. In addition to the work done with youth, the B Street Theater continues to bring quality live theater to adults in the community as well.

Issue: Mentoring Programs

Program: Public File
Date: July 26, 1998
Time/Duration: 10:30-11PM - 30 Minutes
Type: Interview

Description: The Big Brothers / Big Sisters mission is to provide positive, long-term mentoring to children who face the challenges of growing up in single parent homes. Advocacy organizations report 1 in 4 households in their service area are single parent homes. Over the last several years there has been an increase in children living at the poverty level, child abuse reports, youth unemployment, births to teens and preventable teen deaths. The cost to arrest, incarcerate and potentially rehabilitate a juvenile criminal is \$40,000 while the cost of a Big Brothers / Big Sisters match is about \$1000 annually. Youth in the program are less likely to become involved with drugs and alcohol, skip school or be physically violent than young people who are not participants in Big Brothers / Big Sisters.

Issue: Safety for Children Home Alone

Program: Public File
Date: August 16, 1998
Time/Duration: 10-10:30PM - 30 Minutes
Type: Interview

Description: With so many dual income households in our society, more and more young children come home to a parentless house after school. The program is an after school phone line for school-age children to call when they are home alone and want to talk to a friendly adult. It provides a measure of safety in an event of an in-house emergency. Children may call to discuss a problem, mishap, homework or just to talk. The adult volunteers who answer the calls are trained to provide information, referrals and to be supportive listeners. Children are encouraged to follow family rules and to discuss problems with their parents.

ISSUES / PROGRAMS LIST

YOUTH/FAMILY (CONT'D)

Issue: Youth Mentoring Programs

Program: Public File
Date: August 30, 1998
Time/Duration: 10:30-11PM - 30 Minutes
Type: Interview

Description: The Joe Morgan Youth Foundation seeks to improve the quality of life for young people by channeling its resources to existing youth-service agencies that are providing basic athletic and developmental programs for youth. It began in response to a desire of Joe Morgan to formalize his contributions to the community in which he grew up. He determined the focus of efforts would principally be on those organizations who were instrumental in his personal development which continues to educate, enhance and strengthen youth.

Issue: Reuniting Adopted People with Birth Parents

Program: Public File
Date: September 6, 1998
Time/Duration: 10-10:30PM - 30 Minutes
Type: Interview

Description: ALMA (Adoptee's Liberty Movement Association) is a search and support group for adult adoptees, natural parents of adoptees over 18 years old, as well as siblings and others who have been separated from their families. Thousands have united to raise the consciousness of the country to what the groups calls the injustice of sealed records. A network of understanding, compassion and information exists to remind members that they are not alone. They believe the "right to know" is an emotional issue as well as a legal one.

Issue: Positive Discipline Parenting

Program: Public File
Date: September 6, 1998
Time/Duration: 10:30-11PM - 30 Minutes
Type: Interview

Description: Positive Discipline Parenting offers powerful presentations and experiential exercises that take parents beyond intellectual learning and understanding into practical application. The techniques are designed to reach the heart to inspire hope, deep understanding and lasting change. Issues covered included the secret to motivating any child to obey, how to eliminate arguing and criticism, and how a parent's unresolved issues may be hindering the relationship.

ISSUES / PROGRAMS LIST

YOUTH/FAMILY (CONT'D)

Issue: Feeding the Hungry

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Time/Duration: 10-10:30PM - 30 Minutes

Type: Interview

Description: Eight out of ten Americans underestimate the number of our children suffering from hunger, yet only 14% know that one child in eight goes hungry. One out of ten families in California, many of whom are working class families, will use an emergency food bank at least once this year. Of the total number of homeless in Sacramento, 36% are families with children, and the number is increasing annually. Food distributed by Sacramento Food Bank services helps children, seniors, battered women, the homeless, the disabled, the unemployed and the working poor.

NEWSWEEK ON-AIR
3RD QUARTER 1998

Sunday, July 5, 1998

China: summit wrap up. Guests: George Wehrfritz, Newsweek Beijing bureau chief; Dorinda Elliot, Newsweek Hong Kong correspondent; Robert Lighthizer, trade lawyer, former Deputy Trade Representative; Washington.

Hollywood embraces World War II. Guest: Stephen Ambrose, historian, author, 'D-Day', 'Citizen Soldiers', Helena, MT.

Suspects in the disappearance and deformation of frogs. Guests: Sharon Begley, Newsweek science editor, New York; David Gardiner, research biologist, University of California at Irvine.

Sugar alert. Guests: Laura Shapiro, Newsweek senior writer, New York; Bonnie Liebman, nutrition director, Center for Science in the Public Interest, Washington.

Insider the mind of Linda Tripp. Guest: Evan Thomas, Newsweek assisting managing editor, Washington.

Sunday, July 12, 1998

Help Wanted: The Hiring Frenzy. Guests: John McCormick, Newsweek Chicago bureau chief; Peter Meder, headhunter, president, Meder & Associates, Chicago.

Science & Religion: The Rapprochement. Guests: Sharon Begley, Newsweek science editor, Pelham, New York; Kenneth Woodward, Newsweek religion editor, Briarcliff Manor, New York.

Reburying the Romanovs. Guests: Bill Powell, Newsweek Moscow bureau chief; Robert K. Massie, historian, author, 'Nicholas and Alexandra', New York.

Crossing The Line: Hollywood's Farrelly Brothers. Guests: Kendall Hamilton, Newsweek general editor; Peter Farrelly, co-director, 'Dumb & Dumber', 'There's Something About Mary', both Los Angeles.

Preserved In Amber: The Reagan Ranch. Guest: Josh Hammer, Newsweek Los Angeles bureau chief.

Sunday, July 19, 1998

The Politics of HMO Regulation. Guests: Howard Fineman, Newsweek chief political correspondent; Michael Tanner, director, health and welfare studies, The Cato Institute; both Washington.

Can Japan Change? Guest: Gerald Curtis, director, East Asian Institute, Columbia University, New York.

General Motors Strike Update. Guests: Dan McGinn, Newsweek Detroit bureau chief; Jim Hall, auto industry analyst, Detroit.

Is There Anyplace Left For A Vacation Getaway? Guests: Mac Margolis, Newsweek Rio de Janeiro bureau chief; Carol Baroudi, author, 'Internet For Dummies', Arlington, MA.

Creating A Buzz. Guest: Rick Marin, Newsweek television writer, New York.

Sunday, July 26, 1998

The Capitol Shooting. Guests: Mark Hosenball, Newsweek Washington correspondent; Evan Thomas, Newsweek assistant managing editor, New York.

Heatwave. Guests: Dr. Janice Zimmerman, director of emergency medicine, Ben Taub Hospital; Dr. Michael Meyers, director of research, Texas Center for Sports Medicine and Orthopedic Surgery; both Houston.

Iran: The New Missile Threat. Guests: John Barry, Newsweek defense correspondent, Washington; Lawrence Korb, former assistant Secretary of Defense, Atlanta.

The Consequences of Energy Deregulation. Guests: Allan Sloan, Newsweek Wall Street editor, Millburn, NJ; John O'Brien, president, Wheeled Electric Power Company; Uniondale, NY.

Remembering Alan Shepard. Guest: Scott Carpenter, former Mercury astronaut, New York.

Sunday, August 2, 1998

Sex Scandal Update. Howard Fineman, Newsweek chief political correspondent, Washington; David Brooks, Newsweek contributing editor, Washington.

King Hussein's Health & The Future of Jordan. Guests: Chris Dickey, Newsweek Paris correspondent; Edward Said, Columbia University English professor, New York.

Judge Thomas & The Black Lawyers. Guest: Ellis Cose, Newsweek contributing editor, New York.

GM After The Strike. Guests: Dan McGinn, Newsweek Detroit bureau chief; Les Koska, sales forecast manager, Auto Pacific, Detroit.

Catfight Among The Literary Lions? Guest: Paul Theroux, author, 'Sir Vidia's Shadow'; East Sandwich, MA.

Sunday, August 9, 1998

Africa, Iraq - Challenging the United States. Guests: Michael Elliot, Editor, Newsweek International; George Schwab, President, National Committee on American Foreign Policy.

The Roller Coaster Market. Guests: Jane Bryant Quinn, Newsweek Personal Finance Columnist; Robert Litan, Director of Economic Studies, The Brookings Institution.

Monica's Tale. Guest: Daniel Klaidman, Newsweek Washington correspondent; Alan Brinkley, Professor of History, Columbia University.

Gays: News & Views. Guest: Mark Miller, Newsweek Senior Editor; James Collard, Editor, Out Magazine.

E-Mail Dangers. Guest: Stephen Levy, Newsweek Technology columnist.

Sunday, August 15, 1998

Clinton Under Oath. Guests: Jonathan Alter, Newsweek Senior Editor, Washington; Professor Joel Grossman, political scientist, Johns Hopkins University.

Embassy Bombings: What Next? Guests: Chris Dickey, Newsweek Paris correspondent; Dr. James Garbarino, Co-Director of the Family Life Development Center at Cornell University in Ithaca, New York, and author of "Raising Children in a Socially Toxic Environment".

Tennis: The Williams' Way. Guests: Allison Samuels, Newsweek Los Angeles correspondent; Bart McGuire, CEO of the Women's Tennis Association in Wilton, Connecticut.

What's Her Beef? Guest: Ruth Ozeki, documentary filmmaker and author of "My Year of Meats".

Sunday, August 23, 1998

The President: Sex & Scandal; Truth & Politics. Guests: Howard Fineman, Newsweek chief political correspondent; Stanley Renshon, psychoanalyst and political scientist, author, 'High Hopes: The Clinton Presidency and the Politics of Ambition'; both Washington; George Staphanopoulos, former senior advisor to the president, New York.

The Scandal & The Media. Guest: Christopher Harper, professor of communications, Ithaca college, author, 'And That's The Way It Will Be'.

Strikes Against Terror. Guest: John Barry, Newsweek defense correspondent; Chevy Chase, MD.

Fallout from the Northern Ireland bombing. Guest: Edwina McMahon, fellow, National Committee on American Foreign Policy, New York.

How To Get Into College Now. Guests: Barbara-Jan Wilson, dean of admissions, Wesleyan University, Middletown, CT; Seppy Basili, Newsweek senior editor, New York.

The Dickeys: A Father & Son Tale. Guest: Chris Dickey, Newsweek Paris bureau chief, author, 'A Summer of Deliverance'.

Sunday, August 30, 1998

Russia In Crisis. Guests: Bill Powell, Newsweek Moscow correspondent; Michael Hirsh, Newsweek Washington correspondent. The two give their perspectives to what's going on in Russia today and how the rest of the world could be affected by it.

Wall Street: Moscow On The Hudson. Guests: Alan Sloan, Newsweek Wall Street columnist in New York; Bob Samuelson, Newsweek economic columnist in Washington.

Are Parents Necessary? Guests: Sharon Begley, Newsweek science editor in New York; Judith Rich Harris in Middletown, New Jersey, author of "The Nurture Assumption: Why Children Turn Out The Way They Do".

Diana: One Year After. Guests: Stryker McGuire, Newsweek London Bureau Chief; Anthony Holden in London, British Journalist and biographer and author of "Charles at 50". The two look at the year since Diana's death and what's different about everyone involved in her life.

Sunday, August 30, 1998 (Cont'd)

Scandal: Fact & Fiction. Guest: Richard North Patterson on Martha's Vineyard, novelist and author of "No Safe Place". Patterson looks at how difficult it is becoming to find a safe place on Earth to live.

Sunday, September 6, 1998

Turmoil on Wall Street. Guests: Jane Bryant Quinn, Newsweek personal finance columnist, New York; Peter Huber, anthropologist, Richmond, Virginia.

Baseball Is Reborn. Guests: Brad Stone, Newsweek reporter, St. Louis; George Will, Newsweek columnist, Washington.

Scandal Update. Guests: Wes Kosova, Newsweek Washington correspondent; Stephen Hess, senior fellow, Brookings Institution, Washington.

Russia Under Siege. Guests: Bill Powell, Newsweek Moscow correspondent; Melor Sturua, Izvestia columnist, visiting professor, University of Minnesota.

Hong Kong's Last Colonial Governor Looks Back. Guest: Chris Patten, former British governor of Hong Kong; London.

Sunday, September 13, 1998

The Starr Report & The Political Fallout. Guests: Howard Fineman, Newsweek chief political correspondent; David Brooks, senior editor, The Weekly Standard; both Washington.

Politics & Morality. Guest: Aaron Hass, professor of psychiatry and psychology, UCLA School of Medicine, Los Angeles.

Russia's New Prime Minister. Guests: Bill Powell, Newsweek Moscow bureau chief; Micheal McFaul, Stanford University political scientist, Palo Alto, California.

The King Of Terror. Guest: Stephen King, novelist, author, "Bag Of Bones", Bangor, Maine.

The Starr Report: A Milestone For The Internet? Guest: Matthew Lyon, director, interactive division, Public Strategies, Incorporated, San Francisco.

Sunday, September 20, 1998

Presidential Scandal: Now The Grand Jury Video. Guests: Howard Fineman, Newsweek chief political correspondent; Michael Beschloss, presidential historian; both Washington; Ken Woodward, Newsweek religion editor; Briarcliff Manor, New York.

The Politics & Economics Of Saving The World Economy. Guest: Robert Zoellick, president-designate, Center For Strategic & International Studies, Washington.

The Lion Kings' King. Guest: Michael Eisner, chairman, The Disney Company, Los Angeles.

Rating The HMO's. Guest: Ellyn Spragins, Newsweek personal finance writer, Maplewood, NJ.

Remembering George Wallace. Guest: Stephen Leshner, author, "George Wallace, American Polulist", New York.

Sunday, September 27, 1998

Impeachment Maneuverings In Congress. Guests: Howard Fineman, Newsweek chief political correspondent, Washington; Thomas Mann, director of governmental studies, The Brookings Institution, Washington; Jonathan Alter, Newsweek senior editor, New York.

The White House Scandal & Foreign Policy. Guest: Fareed Zakaria, managing editor, Foreign Affairs Magazine, New York.

The Home School. Guests: Pat Wingert, Newsweek Washington correspondent; David Guterson, author, 'Family Matters: Why Home Schooling Makes Sense', Seattle, WA.

Wine: Americans Make It, But Will They Drink It? Guests: Laura Shapiro, Newsweek senior editor, New York; Michael Mondavi, CEO, Mondavi Vineyards, Carefree, AZ.

Too Big To Fail: Adventures In The Hedge Funds. Guest: Allan Sloan, Newsweek Wall Street editor, Millburn, NJ.

PUBLIC SERVICE ANNOUNCEMENTS

KSEG, KSSJ and KDND rotate Public Service Announcements at a rate of at least one per air-shift. Each PSA is in rotation for approximately two weeks. Among the groups whose announcements aired last quarter are:

	<u>KSSJ</u>	<u>KSEG</u>	<u>KDND</u>
American Lung Association	7	5	6
Capitol AIDS Walk	6	8	7
Boy Scouts of America	7	6	6
California Military Museum	6	6	7
Sacramento Theater Company	8	8	5
Stanford Settlement	9	7	4
Sacramento Zoo	6	7	8
Aide Corp for the Elderly	6	8	7
Youth Guidance Connection	7	7	6
California Child, Youth & Family Connection	7	6	6
Infoline / Sacramento	7	7	8
Canine Companions For Independence	6	8	6
Infant Immunization Campaign	7	6	5
California Job Journal	6	8	6
San Joaquin Historical Society & Museum	5	6	6
Crocker Art Museum	6	6	8
National Multiple Sclerosis Society	7	7	8
Sacramento Poetry Center	6	5	5
County & City of Sacramento Recycling	5	8	6
United Cerebral Palsy Association	7	6	5
Shriner's Hospital for Children	6	3	7
Elk Grove Department of Parks & Recreation	5	6	8
California Military Museum	6	7	6
Lake Forest Creative Center	7	8	5
American River Flood Zone	6	4	6
Eskaton Foundation	8	4	7
Shaken Baby Prevention, Inc.	6	5	6
March of Dimes	4	7	5
Student Pacific International Exchange	6	6	7
Tri-Vision Services	4	7	8

SACRAMENTO VALLEY BROADCASTERS ASSOCIATION / ASCERTAINMENT

SVBA conducts Ascertainment interviews because the member stations believe it is an excellent way to stay in touch with community leaders and to stay informed about issues that should be reported on in news and public affairs programs. During an ascertainment interview, station representatives take notes on speakers' comments, which are then used to generate ideas for news and public affairs programs.

APPEARANCES / EVENTS / FUNDRAISERS

- Joe Morgan Celebrity Golf Tournament... this 4 day event raised \$300,000 for mentoring programs.
- Entercom / Sacramento was one of the primary sponsors of "Sacramento Reads", an annual event which promotes literacy to children as well as adults. All stations aired 450 spots with a value of \$40,000. IN addition, Entercom collected new and used books to donate to the Sacramento Literacy Coalition.
- A group of Entercom / Sacramento employees volunteered their time to become "Media Mentors" for Encina School of Academies, a development which prepares at-risk high school students for a career or for higher education.